

ON THE HOUSE



Luminstruct Monthly Newsletter

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Crunching the Numbers

In last week's newsletter, we discussed creating **content geared toward you** and the Res Life family! In order to make this happen, it is important to first understand our current audience. With the majority of our viewer traffic coming from the Pinterest website, it was time to align Luminstruct's content with our viewers' interests.

The first step to make this happen was to convert our Pinterest page to a business Pinterest page. By doing so, we are now able to see the analytics of our **daily 2,000+ viewers**. This includes their demographics, which pins are clicked, and which topics which were engaging our viewers. On the surface, this may not seem like a big change, but by crunching the numbers, we can direct our content in the right direction. This will mean spotlight pins of the week will be the most popular pins our viewers have selected, this will drive the blog content, and will also grow different parts of our website.

Spotlighting our Guests: Ben Thornburgh

One of the challenges we are currently undertaking is creating new branding for the Luminstruct site. One of our first steps was creating a new logo (below). One of our local talents, **Ben Thornburgh**, (future RA this fall) created this design and we couldn't be more excited for our new look! Ben is a very talented individual who excels in video editing, graphic design, and social media and we look forward to working with him in the future as our site continues to grow.

If you are interested in Ben's work, you can find his portfolio here:

<https://benjaminthornburgh.carbonmade.com/>

Coming Soon

In addition to the new logo, keep an eye out for additional branding changes as well as new social media outlets, new blog topics, and additional content!

Stay tuned!



The Polls Are In!

Last month's poll asked our guests which updates they were excited to see.

Here were the results:

- 66%-The return of the blog
- 33%-Spotlight pin of the week
- 0%-The new website layout
- 0%-The Newsletter
- 0%-Other

Thank you for voting!

Visit our homepage to vote on which blog topics interest you!



Contact Us:

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